

PROJECT NUMBER: 2306  
PROJECT TITLE: Marlboro Standardization and International Support  
PROJECT LEADER: J. L. Spruill  
PERIOD COVERED: April, 1988

I. MARLBORO STANDARDIZATION

- A. Objective: Analytical and subjective evaluations of production Marlboro KS/LS.
- B. Status: A March factory pick-up is under evaluation analytically and subjectively.
- C. Plans: Complete March factory pick-up evaluations.

II. DOMESTIC CIGARETTE DEVELOPMENT PANEL

- A. Objective: To provide subjective direction for programs within R&D and manufacturing locations.
- B. Status: Twenty panels completed during the reporting period. Additionally, Menthol Aging study samples evaluated. Profiled eight brands from competitive companies.
- C. Plans: Provide assistance as needed.

III. PROJECT NATURAL

- A. Objective: To develop 85 mm full-flavored and lights prototypes using blend components and flavor systems which will provide a natural blended product.
- B. Status: Ad pack test samples have been made and are being subjectively and analytically evaluated. Six POL tests have been requested (three 85 mm length, three 100 mm length) with single-digit tars using Virginia, Virginia/Oriental and Blended blends for testing against each other. A 5,000-pound trial run of the Virginia/Oriental prototype will be made at Stockton Street the week of April 25th to iron out possible problems before production run in early May. Mentholated foil samples will be run at the same time.
- C. Plans: Fabricate POL samples and evaluate Stockton Street trial cigarettes.

IV. FLAVOR RESOURCE DATA BANK

- A. Objective: Creation, customization and maintenance of flavor resource and data files for use by Flavor Development Division.

- B. Status: Vendor samples being evaluated.
- C. Plans: Division updated with information.

#### V. INTERNATIONAL SUPPORT

##### International Brands Smoking Panel

- A. Objective: Subjective evaluations (rod, aroma and smoking characteristics) of cigarette brands in the international market.
- B. Status: Eleven panels completed as well as evaluations of production Larks, L&M Milds and Manhattan 85's and 100's. Hi-Lite Milds and New Paradise profiled.
- C. Plans: Provide assistance as needed.

##### PROJECT STARSHIP

- A. Objective: Develop a 12 mg Chesterfield for Japan.
- B. Status: Evaluating L&M Milds production cigarettes.

##### PROJECT "DANNY"

- A. Objective: To develop a cigarette for production in Malaysia with inclusion of up to 50% local tobacco subjectively comparable to U.S. Marlboro.
- B. Status: Evaluated production samples from Malaysia. Decision will be made if flavor modification is required.

##### PROJECT LIGHT/ULTRA

- A. Objective: Develop cigarette models at 4, 6 and 8 mg with a new blend and flavor system.
- B. Status: Cigarette models under subjective evaluation with possible models for Danchi Testing.
- C. Plans: Continue flavor development if needed.

##### PROJECT SWEET

- A. Objective: Development of a distinctively sweet cigarette for the Japanese market.
- B. Status: Subjective evaluations of "sweet" models still underway - possible release for Danchi Testing.

PROJECT MOUNT ULTRA-JAPAN

- A. Objective: Explore the use of new blends, new flavor systems and different construction styles. Cigarettes will be in the low and ultra-low category for the Japanese market.
- B. Status: 85 mm cigarettes were made with P.M. Super Lights cut filler. Various cigarette papers were used, as were filters of different lengths. Of the cigarettes screened, we felt that subjectively, the following models warranted further subjective evaluation:

<u>PACK CODE</u>	<u>FILTER LENGTH</u>	<u>TAR</u>	<u>CIGARETTE PAPER</u>
5939	25 mm	4.6 mg	664
5945	27 mm	5.7 mg	P1166
5941	21 mm	6.2 mg	611
5942	21 mm	6.2 mg	P1166

- C. Plans: Further models being requested using flavors developed for Project Light/Ultra (primary processing 4/27). Upon receipt of various cigarette models, further aftercut systems (including those used in Low Tar/High Taste) will be evaluated.